



UNIFIED 2023

Sponsorship & Advertising Opportunities

January 24-26, 2023 | Exhibits run January 25-26
SAFE Credit Union Convention Center, Sacramento

unifiedsymposium.org

Unified
WINE & GRAPE
SYMPOSIUM®
PRESENTED BY ASEV & CAWG

The Unified Symposium is the ideal location to promote your company to thousands of industry professionals.

Take advantage of the renovated SAFE Credit Union Convention Center by reserving your sponsorship or advertisement opportunity today! Our varied sponsorship and advertising program offers several different options for all size budgets. Banners and signs proclaim your presence, print and online ads showcase your product, and exclusive sponsorship opportunities increase your brand visibility.

Sponsorship and advertising create an immediate and unforgettable experience for attendees, so please contact us to discuss how to promote your brand and stand above the competition at the 2023 Unified Wine & Grape Symposium.

Have an immediate and lasting impact at the industry's premier show:

- The Unified Wine & Grape Symposium is the largest wine and grape conference and trade show in the Western Hemisphere
- Thousands of industry professionals around the world attend the Symposium
- Our attendees include key leaders and purchasing decision-makers
- Increase your company's product/service visibility with all attendees
- This is the wine & grape industry show to attend where you invest in your future and discover new ideas and technologies—a can't miss!

EXCLUSIVE SPONSORSHIP OPPORTUNITIES & BENEFITS | 2023

These exciting opportunities are limited. This allows you to maximize your marketing dollars and exposure!

All sponsors receive the following benefits:

- Hyperlinked logo on UW&GS website
- Full color logo in the Registration & Program Guide (PDF)
- Full color logo on back cover of the printed Program & Exhibit Directory
- Full color logo on on-site signage
- Hyperlinked logo in E-NEWS
- Badge ribbon for pre-registered sponsors

Additional benefits are listed within each sponsorship opportunity.

Program & Exhibit Directory: \$10,000 (one available)

Have your company name and logo tied to the printed Program & Exhibit Directory distributed to all attendees as the reference resource, including all information about sessions, schedules, and exhibitors. This is a great way to end up "in the hands" of thousands of attendees.

- Full color logo on front cover of the printed Program & Exhibit Directory
- Four complimentary 3-Day General Registrations
- Half page black & white advertisement in the printed Program & Exhibit Directory

Networking Lounge Sponsor: SOLD \$10,000

Be the exclusive sponsor of the Unified Wine & Grape Symposium's new and exciting sponsorship opportunity, the Networking Lounge. Attendees will have the opportunity to enjoy down-time with colleagues or an area to sit before they head to the exhibit hall or their next session. Networking Lounge is located on the second floor outside of Ballroom B, before the breakout session rooms.

- Four complimentary 3-Day General Registrations
- Half page black & white advertisement in the printed Program & Exhibitor Directory
- Full color logo on signage in the lounge
- Sponsor literature placed throughout the lounge
- 20' w x 12' h banner

Tote Bag Sponsor: \$10,000 (one available)

Sponsor to supply tote bags with design approval from UW&GS

- Two complimentary 3-Day General Registrations
- One color UW&GS logo at a minimum printed on tote bags with sponsor's logo

Lanyard Sponsor: \$10,000 SOLD

Sponsor to supply lanyards with design approval from UW&GS

- Two complimentary 3-Day General Registrations
- One color UW&GS logo at a minimum on lanyards with sponsor's logo

Website & Electronic Communications: SOLD \$5,000

Be the exclusive sponsor of the Unified Wine & Grape Symposium website (through January) and UW&GS eNewsletter distributed to approximately 20,000 industry professionals.

- Recognition as sponsor of UW&GS E-NEWS
- Two complimentary 3-Day General Registrations

Symposium Wine Glass Sponsor SOLD

Reach thousands of attendees by placing your company name and logo on the wine glasses for the Regional Wine Tasting. Sponsor is required to provide 10,000 wine glasses and must receive design approval from UW&GS

- One-color or etched UW&GS logo specifically on the bowl and one-color or etched sponsor logo anywhere on each glass
- Full color logo on signage next to wine glass stations
- Full color logo on signage at exhibit exits

General Session, Spanish Track Session or Other Custom Sponsorships

To discuss the General Session or other potential custom sponsorship opportunities, please contact Jenny Devine at (916) 432-0133 or jenny@cawg.org for more details.

PREMIUM SPONSORSHIP* OPPORTUNITIES & BENEFITS | 2023

All sponsors receive the following benefits:

- Hyperlinked logo on UW&GS website
- Full color logo in Registration & Program Guide (PDF)
- Full color logo on back cover of the printed Program & Exhibit Directory
- Full color logo on on-site signage
- Hyperlinked logo in E-NEWS
- Badge ribbon for pre-registered sponsors

Additional benefits are listed within each sponsorship opportunity

Tuesday Keynote Speaker Luncheon

Be the exclusive sponsor or a table sponsor of the Unified Wine & Grape Symposium's exciting sponsorship opportunity, the Keynote Luncheon, taking place at the Sheraton Grand Sacramento. Attendees will have the opportunity to enjoy a sit-down lunch, with wine, and listen to the knowledge and insights of a high-profile speaker.

Presenting Sponsor: \$15,000 **SOLD**

- Feature article in a Unified Wine & Grape Symposium eNewsletter
- Introduction of the Keynote Luncheon Speaker
- One table of eight, with a table sign, at the Keynote Luncheon
- Eight complimentary 3-Day General Registrations
- Eight complimentary Tuesday Keynote Luncheon registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Literature table in press room
- Free standing sign (3' w x 8' h) at the entrance to the Keynote Speaker Luncheon
- Logo on presentation screens in the keynote presentation room prior to the start of the Keynote Luncheon

Table Sponsor: \$1,500 (limited availability)

- Eight complimentary registrations for Tuesday Keynote Speaker Luncheon
- Table sign, with company logo, on sponsor table
- One complimentary 3-Day General Registration

Welcome Reception

Have your company name showcased at the annual UW&GS Welcome Reception, joining the industry in an evening of great food, wine and company. This reception will take place at the Sheraton Grand Sacramento and will be open to all General Registrants and registered exhibitors.

Presenting Sponsor: \$10,000 **SOLD**

- Four complimentary 3-Day General Registrations
- Half page black & white advertisement in the printed Program & Exhibit Directory
- Full color logo on signage at reception

Hors d'oeuvres Sponsor: \$3,500 (three available)

- Two complimentary 3-Day General Registrations
- One complimentary 1-Day General Registration
- Quarter page black & white advertisement in the printed Program & Exhibit Directory
- Full color logo on signage next to hors d'oeuvres stations

VIP Suite: \$10,000 (two available)

This is your opportunity to host targeted sales meetings with customers! This extremely valuable category provides your company with one 3-hour window of your choice to use a dedicated VIP space at the SAFE Credit Union Convention Center as your own private suite. The suite, 45' x 50' – 2,250 sq. ft. room, is located on the second floor, above the West Lobby, with windows overlooking the main entrance and registration. All room set-up and food and beverage must be purchased through the convention center caterer and are not included in this fee. Set-up and materials must be preapproved by the SAFE Credit Union Convention Center and UW&GS.

- Two complimentary 3-Day General Registrations

VIP Suite Availability

Wednesday, 1/25	SOLD	
Thursday, 1/26	9 am–12 noon	2 pm–5 pm

General Session Coffee Breaks: \$5,000/day **SOLD**

- Two complimentary 3-Day General Registrations
- Quarter page black & white advertisement in the printed Program & Exhibit Directory
- Full color logo on signage in the coffee break area

Regional Wine Tasting Sponsor: \$2,000 (multiple available)

- Logo signage in the areas where glassware is available for attendees
- Two complimentary 3-Day General Registrations

*The Premium Sponsorship categories are not exclusive, but may be limited.

GENERAL SPONSORSHIP* OPPORTUNITIES & BENEFITS | 2023

All sponsors receive the following benefits:

- Hyperlinked logo on UW&GS website
- Full color logo in Registration & Program Guide (PDF)
- Full color logo on back cover of the printed Program & Exhibit Directory
- Full color logo on on-site signage
- Hyperlinked logo in E-NEWS
- Badge ribbon for pre-registered sponsors

Additional benefits are listed within each sponsorship opportunity

Diamond: \$15,000

- Feature article in a Unified Wine & Grape Symposium eNewsletter
- Acknowledgment at general sessions
- Six complimentary 3-Day General Registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Logo on on-site registration kiosks
- Literature table in press room
- 8' w x 8' h banner in the first floor exhibit hall (furnished by UW&GS)
- Logo on presentation screens in general session rooms prior to the start of each session

Platinum: \$10,000

- Acknowledgment at general sessions
- Four complimentary 3-Day General Registrations
- Half page black & white advertisement in the printed Program & Exhibit Directory
- Logo on presentation screens in general session rooms prior to the start of each session

Gold: \$7,500

- Four complimentary 3-Day General Registrations
- Quarter page black & white advertisement in the printed Program & Exhibit Directory

Silver: \$5,000

- Three complimentary 3-Day General Registrations
- Quarter page black & white advertisement in the printed Program & Exhibit Directory

Bronze: \$2,000

- Two complimentary 3-Day General Registrations

Benefactor: \$1,000

- One complimentary 3-Day General Registration

* The General Sponsorship categories are not exclusive/the number of participants is not limited.

ADVERTISING OPPORTUNITIES | 2023

Online Ads

The Unified Wine & Grape Symposium website features the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show.

All online ads will be placed online through March 31, 2023, once artwork is received.

Online Directory and Floor Plan

(Click on the name of the Sponsorship below to view it's placement)

- **Hall Ad (one available): \$2,400 SOLD**

Increase your company's online presence with this one exclusive 728 w x 90 h pixel banner ad. This banner ad will be placed in a prominent position on the page for each individual hall in the interactive floorplan.

1456 w x 180 h pixel jpeg or png image required for upload

- **Floorplan Overview Ad (one available): \$1,200 SOLD**

One exclusive 728 w x 90 h pixel banner ad is prominently displayed on the landing page of the interactive floorplan overview. This banner will link to the exhibitor's online profile or external website.

1456 w x 180 h pixel jpeg or png image required for upload

- **Overall Directory Ad (one available): \$1,200 SOLD**

One static 180 w x 150 h pixel banner located on the home page of the Integrated Directory and Floorplan Search. This banner will link to the exhibitor's online company listing or external website.

360 w x 300 h pixel jpeg or png image required for upload

- **Show Highlights Ad (seven available): \$800**

One static 127 w x 85 h pixel thumbnail located on the home page of the Integrated Directory and Floorplan Search.

Content Thumbnail will link to the exhibitor's online company listing.

250 w x 174 h pixel jpeg or png image required for upload

UW&GS Website

- **UW&GS Homepage Website Ad SOLD**

202 w x 325 h pixel ad on homepage carousel of the UW&GS website. This ad will direct attendees to your website. Online Ad Specifications

Dimensions: 202 w x 325 h pixels

DPI: 72

File Types: Raster (JPG, .PNG, .GIF)

Printed Program & Exhibit Directory Advertising

The Program & Exhibit Directory is the definitive source for information during the conference. We expect to hand out over 14,000 copies of the program to attendees with a wealth of information on the Symposium educational program, exhibitors, and schedules of special events. The program contains details of sessions including speakers, descriptions and sponsorships. The program also acts as a guidebook for the Symposium and trade show including maps of the trade show floor and booth numbers to identify exhibitors. As an advertiser, you have the opportunity to reach attendees numerous times throughout the show and beyond, as people often use the program as a reference for sessions and speakers after the show.

Estimated Distribution: 14,000 Finished Size: 6" w x 9.25" h

Advertising Deadline: December 2, 2022.

AD SIZE	DIMENSION	COST
Inside front or back covers		SOLD
Inside first or last page		SOLD
Inside full-page	5" w x 8.25" h	\$2,700 (four-color)
Full-page	5" w x 8.25" h	\$1,100 (b&w)
Half-page	5" w x 4" h	\$ 830 (b&w)
Quarter-page	5" w x 1.75" h	\$ 660 (b&w)

Custom Advertisements

There are several other advertisement opportunities available such as a stair mural at the main entrance or custom banners. Please contact Jenny Devine at (916) 432-0133 or jenny@cawg.org for more details.

Reserve your advertising space today

by completing the enclosed form. Artwork can be e-mailed to info@unifiedsymposium.org or mailed to:

Unified Wine & Grape Symposium
P.O. Box 1855
Davis, CA 95617-1855 USA

For questions about format and printing specifications, please call us at (916) 432-0133.

ADVERTISING OPPORTUNITIES | 2023

Escalator Decals: \$8,000 (one available)

Size: 11 Panels 76" w x 22" h, 1 Panel 60" w x 24" h

Clear decals positioned on the glass sides of the convention center escalators leading to the 2nd floor additional exhibit space and breakout rooms from the two main lobbies.

Stair Murals: \$8,000 (one available)

Size: 64" w x 6.5" h

Capture the eyes of attendees as they walk through the main entrance of the convention center, up to the second floor where the breakout sessions and the second exhibit hall will be located.

Free Standing Banner: \$7,000 (one available)

Size: 20' w x 12' h

Capture the eyes of attendees as they ride the convention center escalators to and from the exhibit halls and registration area, or walk from the exhibit halls to the breakout rooms.

There are a few areas to take advantage of to place a free-standing banner and it is a great way for you to reach out to participants in a highly visible way. Priority space is first come first serve.

Wall Clings: \$7,000 SOLD

Size: 20' w x 12' h

Capture the eyes of attendees as they walk through the main entrance of the convention center, towards the exhibit hall, Hall A, and registration area. This is prime real estate for signage.

Column Wrap: \$6,000 (two available)

Size: 38" w x 8' h

These prominently placed 4-column wraps will be located just outside Ballroom A, on the second floor, seen as attendees are coming up the stairs and escalators, and near registration. Each space is first come first serve.

Hotel Key Cards: \$6,000 SOLD

Quantity: 1,600 Key Cards

Reach all attendees who are staying in the two UW&GS Headquarter Hotels, Sheraton Grand Sacramento and Hyatt Regency Sacramento, by placing your name and logo on the hotel key cards.

- Full color customized on front of the key card.
- UW&GS logo on back of card in black and white.
- Advertiser will provide artwork per key card manufacturer's specifications by designated deadline.
- Artwork provided by advertiser must not advertise any event in conflict with UW&GS scheduled events. Artwork must be approved by UW&GS and the two headquarter hotels prior to production.
- UW&GS will provide proof copy of key card for advertiser approval prior to production and advertiser will respond and provide approval by designated approval deadline.
- UW&GS is not held responsible for any incorrect usage of hotel room key cards by headquarter hotels and is not responsible for any errors made by hotel personnel in distributing key cards.

Press Conference: \$5,000 (available in 1-hour increments)

This will allow for your company or organization to hold an exclusive press conference in the press room. The schedule is based on a first come, first served basis and provides companies with access to the media in a substantive manner. Please contact us for more details.

Hand Sanitizer Stations: \$5,000 (one available)

Have your logo placed on signage on or near each hand sanitizing station throughout the SAFE Credit Union Convention Center. This is the perfect brand recognition, while keeping everyone healthy!

Glass Decals: \$3,500 SOLD

Size: 55" w x 35" h

Capture the eyes of attendees as they walk through the main entrance of the convention center, up to the second floor where the breakout sessions and the second exhibit hall will be located. There are a total of 11 panels.

SPONSORSHIP ACCEPTANCE FORM | 2023



YES! We value opportunities and believe in the importance of supporting our industry. We'd like to be a Sponsor of the 2023 Unified Wine & Grape Symposium. The level of our sponsorship is marked below:

Sponsor Listing Information

COMPANY NAME (FOR SIGNS, PROGRAM, AND PRINTED MATERIALS)

HYPERLINK FOR ONLINE ACKNOWLEDGMENT

Sponsor Contact Information

The contact regarding sponsorship ACTIVITIES is:

NAME

COMPANY

ADDRESS

CITY STATE ZIP

COUNTRY

PHONE FAX

E-MAIL

The contact regarding sponsorship PAYMENT is:

Check here if the same as above

NAME

COMPANY

ADDRESS

CITY STATE ZIP

COUNTRY

PHONE FAX

E-MAIL

Sponsor Authorization

Please Sign Here:

Authorized signature above represents the Sponsor's acceptance of Terms & Conditions as delineated in all pages of the Sponsorship & Advertising Opportunities brochure. This is a binding contract.

PRINT NAME TITLE

To assure proper acknowledgment in pre-event promotions, please respond by December 16, 2022.
If you obtain this form after this deadline, sponsorship may still be considered. Direct sponsorship questions to: (916) 432-0133

Fax/Scan & Email/Mail your response to:

Unified Wine & Grape Symposium
P.O. Box 1855
Davis, CA 95617-1855
Fax: 530-601-5317
Email: info@unifiedsymposium.org

Sponsorship Commitment

(Please mark your desired sponsorship category)

Exclusive Sponsorship Opportunities

<input type="checkbox"/> Program & Exhibit Directory.....	\$10,000
<input type="checkbox"/> Networking Lounge Sponsor.....	SOLD
<input type="checkbox"/> Tote Bag*.....	\$10,000
<input type="checkbox"/> Lanyard*.....	SOLD
<input type="checkbox"/> Website & Electronic Communications.....	SOLD
<input type="checkbox"/> Regional Wine Tasting Wine Glasses*.....	SOLD
<input type="checkbox"/> General/Breakout Session and Custom Sponsorships (please call for details)	

Premium Sponsorship Opportunities

<input type="checkbox"/> Tuesday Keynote Speaker Luncheon—Presenting.....	SOLD
<input type="checkbox"/> Welcome Reception—Presenting.....	SOLD
<input type="checkbox"/> VIP Suite.....	\$10,000
Preferred date & time: _____	
<input type="checkbox"/> General Session Coffee Break.....	SOLD
<input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	
<input type="checkbox"/> Welcome Reception—Hors d'oeuvres.....	\$3,500
<input type="checkbox"/> Regional Wine Tasting.....	\$2,000
<input type="checkbox"/> Tuesday Keynote Speaker Luncheon—Table Sponsor.....	\$1,500

General Sponsorship Opportunities

<input type="checkbox"/> Diamond.....	\$15,000
<input type="checkbox"/> Platinum.....	\$10,000
<input type="checkbox"/> Gold.....	\$7,500
<input type="checkbox"/> Silver.....	\$5,000
<input type="checkbox"/> Bronze.....	\$2,000
<input type="checkbox"/> Benefactor.....	\$1,000

Terms & Conditions

- *Proof reviewed by UW&GS by December 16, 2022.
- Artwork is due December 16, 2022, for program ads.
- No refunds to or cancellation by sponsor will apply.
- No endorsement or guarantee of any form is inferred.
- There are no additional or exchange of benefits between companies, including for the trade show.
- Sponsor benefits will not be active until a completed Sponsorship Acceptance form and deposit are received.
- Sponsor and Unified Wine & Grape Symposium, LLC agree to indemnify and hold each other harmless from and against all claims, actions, and liabilities including attorney's fees which may be asserted by third parties in connection with sponsor's or UW&GS' performance in regard to obligations as identified.
- UW&GS is not liable for power/equipment failure or facility unavailability.
- Sponsorship benefits will not be acknowledged if full payment is not received by January 6, 2023.

Payment Information

- **All payments are due in full with submission of this form.**
- All payments are non-refundable.
- You can choose to be invoiced for full amount below. Checks should be made payable to: Unified Wine & Grape Symposium and may be mailed to the address to the left.

Credit Card Information:

Pay by MasterCard Visa American Express Bill Me

CARD NUMBER SECURITY CODE

EXPIRATION DATE AMOUNT TO BE CHARGED

PLEASE PRINT CARDHOLDER'S NAME

AUTHORIZED SIGNATURE (AUTHORIZES CHARGE ON CREDIT CARD)

ADVERTISING ACCEPTANCE FORM | 2023



YES! We value opportunities and believe in the importance of supporting our industry. We'd like to be an Advertiser at the 2023 Unified Wine & Grape Symposium.

Advertiser Contact Information:

The contact regarding advertisement ACTIVITIES is:

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
COUNTRY _____
PHONE _____ FAX _____
E-MAIL _____

The contact regarding advertising PAYMENT is:

Check here if the same as above

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
COUNTRY _____
PHONE _____ FAX _____
E-MAIL _____

Advertiser Authorization

Please Sign Here:

Authorized signature above represents the Sponsor's acceptance of Terms & Conditions as delineated in all pages of the Sponsorship & Advertising Opportunities brochure. This is a binding contract.

PRINT NAME _____ TITLE _____

To assure proper placement of your ad in the program, artwork is due by December 16, 2022.
Direct advertising questions to: (916) 379-8995.

Fax/Scan & Email/Mail your response to:

Unified Wine & Grape Symposium
P.O. Box 1855
Davis, CA 95617-1855
Fax: 530-601-5317
Email: info@unifiedsymposium.org

Please notify UW&GS if you would like your company sign or banner back after the symposium.

Advertising Commitment (Please mark your desired commitment)

Online Directory and Floorplan

<input type="checkbox"/> Hall Ad	SOLD
<input type="checkbox"/> Floorplan Overview Ad	SOLD
<input type="checkbox"/> Overall Directory Ad.....	SOLD
<input type="checkbox"/> Show Highlights Ad.....	\$800

UW&GS Website

<input type="checkbox"/> UW&GS Homepage Website Ad.....	SOLD
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Printed Program & Exhibit Directory

Inside Covers

<input type="checkbox"/> Inside Front (four-color 1/8" bleed) – 6" w x 9.25" h.....	SOLD
<input type="checkbox"/> Inside Back (four-color 1/8" bleed) – 6" w x 9.25" h.....	SOLD

Internal Pages

<input type="checkbox"/> Full-Page (four-color bleed) First Page – 6" w x 9.25" h.....	SOLD
<input type="checkbox"/> Full-Page (four-color bleed) Last Page – 6" w x 9.25" h.....	SOLD
<input type="checkbox"/> Full-Page (four-color) – 5" w x 8.25" h.....	\$2,700
<input type="checkbox"/> Full-Page (b&w) – 5" w x 8.25" h.....	\$1,100
<input type="checkbox"/> Half-Page (b&w) – 5" w x 4" h.....	\$830
<input type="checkbox"/> Quarter-Page (b&w) – 5" w x 1.75" h.....	\$660

Other Advertising Opportunities

<input type="checkbox"/> Escalator Decals.....	\$8,000
<input type="checkbox"/> Stair Mural.....	\$8,000
<input type="checkbox"/> Free Standing Banner.....	\$7,000
<input type="checkbox"/> Wall Clings.....	SOLD
<input type="checkbox"/> Column Wrap	\$6,000
<input type="checkbox"/> Hotel Key Cards.....	SOLD
<input type="checkbox"/> Press Conference.....	\$5,000
<input type="checkbox"/> Hand Sanitizer Stations	\$5,000
<input type="checkbox"/> Glass Decals.....	SOLD

Terms & Conditions

- Artwork due December 16, 2022 for banner ads and program ads.
- No refunds to or cancellation by advertiser will apply.
- No endorsement or guarantee of any form is inferred.
- There are no additional or exchange of benefits between companies, including for the trade show.
- Advertiser and Unified Wine & Grape Symposium, LLC agree to indemnify and hold each other harmless from and against all claims, actions, and liabilities including attorney's fees which
- May be asserted by third parties in connection with advertiser's or UW&GS' performance in regard to obligations as identified.
- UW&GS is not liable for power/equipment failure or facility unavailability.
- Advertisement will not be printed, displayed, set-up, installed, etc. if full payment is not received by January 6, 2023.

Payment Information

- **All payments are due in full with submission of this form.**
- All payments are non-refundable.
- You can choose to be invoiced for full amount below. Checks should be made payable to: Unified Wine & Grape Symposium and may be mailed to the address to the left.

Credit Card Information:

Pay by MasterCard Visa American Express Bill Me

CARD NUMBER _____ SECURITY CODE _____

EXPIRATION DATE _____ AMOUNT TO BE CHARGED _____

PLEASE PRINT CARDHOLDER'S NAME _____

AUTHORIZED SIGNATURE (AUTHORIZES CHARGE ON CREDIT CARD) _____